

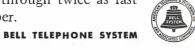
Many, many years ago, all telephone calls were placed by name

Today it's faster to Call by Number

You save time on your calls to out-of-town family and friends when you give the operator the number of the telephone you are calling.

The Blue Book of Telephone Numbers-an attractive booklet to help you list the numbers you call-is yours for the asking.

You'll find it mighty handy when you make out-oftown calls-for they go through twice as fast when you Call by Number.





Long Distance Rates Are Low

Here are some examples: New York to Philadelphia..... 40¢ Cincinnati to St. Louis 75¢ Boston to Baltimore 85¢ Atlanta to Cleveland\$1.00 San Francisco to Denver \$1.35 These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

9

SOMEONE, SOMEWHERE, WOULD LIKE TO HEAR YOUR VOICE TODAY BY TELEPHONE